

Message Text

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PAGE 01 JIDDA 00587 270716Z

13-12

ACTION COME-00

INFO OCT-01 NEA-10 ISO-00 EB-07 MC-02 /020 W

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R 270630Z JAN 76

FM AMEMBASSY JIDDA

TO SECSTATE WASHDC 3473

INFO AMCONSUL DHAHRAN

UNCLAS JIDDA 587

PASS COMMERCE/CAGNE

E.O. 11652: N/A

TAGS: BEXP, SA

SUBJECT: APPROVED FY 77 BIC/CAGNE TRADE PROMOTIONS SCHEDULE

REF STATE 015965 (NOTAL)

1. POST WELCOMES WELL-TARGETED TP EVENTS MENTIONED REFTEL
AND SUGGESTS FOLLOWING DATES AND INPUTS.

A. TM WATER RESOURCES SPECIALIZED SPECIALIZED MISSION

1. FIRST TWO WEEKS FEBRUARY 1977 APPEAR FINE. FRIDAY IS NON-
WORKING DAY HERE AND SHOULD BE AVOIDED UNLESS MISSION
WANTS USE AS REST PERIOD. SUGGEST VISITS TO DHAHRAN
2 DAYS, RIYADH 2 DAYS, JIDDA 2 DAYS IF POSSIBLE. ARAMCO
PROJECTS AT JUBAYL, MINISTRY OF AGRICULTURE & WATER AT
RIYADH AND SALT WATER CONVERSION CORP AT JIDDA PRIME
TARGETS. AFTER SEEING PRODUCT AND COMPANY CONTENT WE
WILL BE BETTER ABLE TO DEFINE WHETHER MORE OF LESS TIME
BE SPENT EACH CITY.

B. TECHNICAL SALES SEMINARS

PORT DEVELOPMENT SEMINAR

OCTOBER 1 THROUGH 4, 1976 APPEARS BEST DATE AFTER
RAMADAN AND 5 DAY HOLIDAY, ID AL FITR, WHICH WND S O/A
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SEPT. 27, 1976. FEW DAYS AFTER FEAST NECESSARY FOR

BUSINESS SCHEDULES TO RESUME NORMAL PACE. ALTHOUGH
LARGE JIDDA PORT PROBLEM MAY, REPEAT MAY, BE SOLVED
BY THEN NEW PROJECTED PORTS AT YENBO, JUBAYL AND
OTHERS WILL PROVIDE GOOD COMMERCIAL TARGETS. VISITS
TO DHAHRAN AND JIDDA RECOMMENDED IF POSSIBLE. IF
SCHEDULE DOESN'T PERMIT BOTH, SUGGEST JIDDA ONLY.

C. ELECTRONIC DATA PROCESSING TECHNICAL SALES SEMINAR
DATE SUGGESTED JANUARY 10-13, 1977. PLACE - JIDDA
OR RIYADH. RAPID FLOW OF DEVELOPMENT PROJECTS IN
GOVERNMENT AND CONCOMITANT ACTIVITY IN PRIVATE
SECTOR NECESSITATES INCREASE IN DATA PROCESSING
EQUIPMENT ESPECIALLY DATA RETRIEVAL SYSTEMS AND
INVENTORY CONTROLS. ONLY 3 LARGE FIRMS KNOWN TO
HAVE SOPHISTICATED COMPUTERS IN JIDDA. ARAMCO HAS
INSTALLATION DHAHRAN AND SEVERAL RIYADH. IBM
REP IN EASTERN REGION CLAIMS SEVERAL MORE IN
COUNTRY AND MANY INOPERATIVE. LOCAL BANKS, SAUDIA
AIRLINES AND MANY OF THE LARGER FIRMS AND UNIVERSITIES
PLANNING ADD COMPUTER OPERATIONS. SEMINAR WILL BE
MOST APT AND CAN BE GROUND FLOOR OPERATION FOR
FOLLOW-UP TRADE MISSION. DESK TOP COMPUTERS SUCH
AS MARKETED BY COMPUTER DESIGN CORP. OF CALIFORNIA
(COMPUCORP) SHOULD GET MUCH INTEREST HERE.
PORTER

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